

What Does the Market Want?

A significant and growing percentage of customers indicate a willingness to buy an environmentally friendly vehicle

If, and only if, all other attributes are EQUAL





Product Improvements

Key Selling Points	Previous Generation	Next Generation
<i>Bigger</i>	Compact sedan	Midsize
<i>Faster</i>	0-60: 12.5	0-60: 10.1
<i>More Efficient</i>	48 MPG	55 MPG
<i>Cleaner</i>	SULEV	AT-PZEV



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***Breakthrough technology
delivering More with Less***

- Prius is the First
- Variations can be used in other platforms



2004 Prius Marketing Goals

- 47,000 units (CY04) – Capture #1 Hybrid
- Build awareness AND understanding
- More mainstream
- Performance, utility, and convenience
- Hybrid Synergy Drive = powertrain of choice





Pre-Launch

- **Background**

- Dramatic changes in the new model
- Generate buzz and awareness for the new design and technology
- Elements will be aimed to attract early adopters

- **Objective**

- Generate awareness and capture 50,000 handraisers prior to launch





Pre-Launch

Print

- May 2003 Weeklies
- June 2003 Monthlies



Pre-Launch

Interactive

- toyota.com/newprius
- Live April 17, 2003



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Customer Loyalty Pre-Order Site

- Goal: get the new Prius to the "Prius Pioneers" as soon as possible → word of mouth
- Open to 18,000 current Prius customers
- Site open during month of July
- Captured ~1200 pre-orders





Pre-Launch Summary

- Handraiser objective: 50,000
- Handraisers-to-date: >80,000 (Toyota record)
- Prius minisite is the 2nd most visited section on toyota.com, with #1 in July and August
- Total non-fleet pre-orders: >6,200





Launch

Strategy

Position Prius and Hybrid Synergy Drive as an exciting, new “no compromise” solution that gives consumers what they want and society what it needs





Launch

- **Target Audience**

- Early Adopter: Someone who is looking for the latest and the greatest in technology
- Early Majority: They embrace technology and how it makes their life simpler once that technology has been accepted by the early adopters





Launch



- **National TV**

- Network TV:

- Meet the Press, Evening News, Today Show, Alias

- Cable TV:

- PBS - Toyota World of Wild & National Geographic

- Spot TV:

- Markets include - Atlanta, Boston, Chicago, Denver, LA, NY, Sacramento, Seattle/Tacoma, St. Louis, Washington DC





Launch

- **Radio**

- :10 National Radio - NPR: All Things Considered, Morning Edition, Talk of the Nation, Fresh Air
- :60 Spot – Markets: Boston, Denver, New York, San Diego, Seattle, Chicago, LA, Sacramento, San Francisco, Washington DC

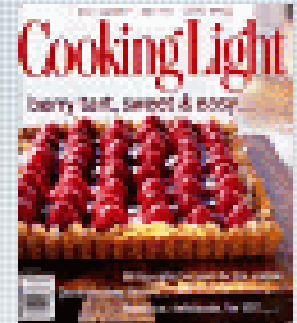




Launch

National Print

- Timing: October 2003 – September 2004
- 9 Pages
- 3 Spreads
- 2 Newspapers



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